

Claims

What is claimed:

1. A method for enhancing the effectiveness of advertising by linking the display of IPG ads with the display of programming
5 ads, the method comprising:

linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination; and

displaying the IPG ad at least once in the IPG when the IPG is invoked immediately prior to or immediately subsequent to the
10 display of the programming ad.

2. The method of claim 1, wherein at least one of the IPG ads or at least one of the programming ads is a targeted ad, thus forming a targeted IPG-programming ad combination.

3. The method of claim 2, wherein the targeted IPG-programming ad combination is assigned to at least one subscriber group, the subscriber group comprising at least one subscriber.

20 4. The method of claim 3, wherein the targeted IPG-programming ad combination is formed prior to the assignment of the combination to one or more subscriber groups.

5. The method of claim 3, wherein the targeted IPG-programming ad combination is formed subsequent to the assignment of at least one IPG ad or at least one programming ad to one or more subscriber groups.

6. The method of claim 1, wherein said displaying of the programming ad or the IPG ad is accomplished via programming ad or IPG ad substitution upstream from the subscriber premises.

7. The method of claim 1, wherein said displaying of the programming ad or the IPG ad is accomplished via programming ad or IPG ad substitution at the subscriber premises.

8. The method of claim 7, wherein said ad substitution is accomplished via a local queue of ads resident on a subscriber receiver or set-top box.

9. The method of claim 1, wherein the IPG ad is an interactive ad.

10. The method of claim 9, wherein the interactive IPG ad allows a viewer to request additional information regarding a particular linked programming ad or IPG ad including directly accessing a website via the IPG ad.

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11. The method of claim 9, wherein a viewer interaction with said IPG ad causes a related linked programming ad to be subsequently displayed.

12. The method of claim 1, wherein the IPG ad is displayed in the IPG when the IPG is invoked during the presentation of one of the programming ads.

13. A method for managing the scheduling, delivery and presentation, to television viewers, of both programming ads and IPG ads, and for linking the display of such ads to enhance the effectiveness of ad campaigns comprising:

linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination; and

generating a presentation schedule of said IPG programming ad combination such that the display of at least one IPG ad member of said combination is presented in the IPG, when the IPG

is invoked, immediately prior to or immediately subsequent to the display of at least one programming ad member of said combination.

5 14. The method of claim 13, further comprising delivering and displaying said IPG-programming ad combinations to at least one subscriber in accordance with said presentation schedule.

15. The method of claim 13, further comprising:

10 forming at least one subscriber group comprising at least one subscriber; and

15 assigning at least one of said IPG-programming ad combinations to said group.

20 16. The method of claim 13, wherein said generating of presentation schedules may be dynamic and said schedules may be updated in real-time in response to channel changes, viewership changes or other events.

25 17. The method of claim 13, wherein said schedule is created upstream from the subscriber's premises.

18. The method of claim 13, wherein said schedule is created at the subscriber's premises.

5 19. An advertisement management system (AMS) for managing the scheduling, delivery and presentation, to television viewers, of both programming ads and IPG ads, and for linking the display of said ads to enhance the effectiveness of advertising campaigns comprising:

10 a linking module for linking at least one IPG ad to at least one programming ad forming an IPG-programming ad combination; and

a display module for coordinating the display of said linked IPG ad and programming ad in a temporally linked fashion.

15 20. The system of claim 19, further comprising:

a scheduling module for generating one or more schedules for the coordinated display of said linked IPG and programming ads and wherein said display of the linked ads proceeds according to said schedule.

21. The system of claim 20, wherein at least one of said linking module, said scheduling module, and said display module is resident on a subscriber's receiver or set-top box.

5 22. The system of claim 20, wherein said scheduling module may create schedules in real-time in response to channel changes, viewership changes or other events.

23. The system of claim 19, wherein said AMS includes a programming AMS and an IPG AMS, wherein the programming AMS and the IPG AMS are independent of one another.

24. The system of claim 19, wherein said AMS is a single integrated system that manages both programming ads and IPG ads.

25. A method for enhancing the effectiveness of advertising by linking the display of IPG ads with the display of programming ads comprising:

linking at least one IPG ad with at least one programming ad; and

displaying said IPG ad and said programming ad in a temporally linked fashion.

